



## NORWICH HIGHWAYS AGENCY COMMITTEE

Date: **Thursday 18 July 2013**  
Time: **10am**  
Venue: **Committee room, City Hall**

### COMMITTEE MEMBERS:

#### County Councillors:

Adams (V) (chair)  
Harrison (V)  
Bremner  
Hebbon  
Shaw

#### City Councillors:

Stonard (V)(vice chair)  
Harris (V)  
Carlo  
Gayton  
Grahame

(V) – voting  
member

### FOR FURTHER INFORMATION PLEASE CONTACT -

Committee officer: Jackie Rodger

Tel. No: 01603 212033

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Democratic services  
City Hall  
Norwich  
NR2 1NH

## SUPPLEMENTARY AGENDA

Page No.

The attached report may taken as urgent business subject to the chair's discretion (please see introduction to the attached report.)

### 1. **Norwich Park and Ride: Traffic Regulation Order consultation responses**

(Report of the director of environment, transport and development, Norfolk County Council)

**Purpose** - The purpose of this report is to present a summary of the objections received and our responses to members and ask them for approval of the recommendations as set out in the report.

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17 July 2013

## Norwich Park and Ride: Traffic Regulation Order consultation responses

Report by the Director of Environment, Transport and Development

### Summary

Permission was granted to advertise changes to the Traffic Regulation Orders for the six Park and Ride sites for the introduction of smart ticketing. In order to move to “smart” it was necessary to review the Park and Ride tickets to fit the ‘business rules’ of electronic ticketing. This resulted in a revised fare and price structure being included within the advertisement.

The consultation period concluded on 16 July 2013. Due to the timing of Committee meetings and the implementation date for smart ticketing, this report is to be considered as “urgent business”.

The Airport site needs to be considered by the Norwich Highway Agency Joint Committee due to the geographic location of the site i.e. it falls within the City Council boundary, although the other five sites are determined by the County Council.

The purpose of this report is to present a summary of the objections received and our responses to Members and ask them for approval of the recommendations outlined below.

In addition, approval is sought for delegated powers jointly to the Head of City Development in consultation with the Cabinet Member for environment and development to sanction any future revisions to the pricing structure to enable a flexible and swift response for the service to react in a commercial manner to maintain position in the local bus market.

### Recommendation / Action Required

That the Norwich Highway Agency Joint Committee agrees:

- i) That the Traffic Regulation Order **The Norwich City Council (Airport Park and Ride Site)(Off-Street Parking Places) Order** is sealed with an amendment to clarify that the off peak charging period applies all day on Saturday
- ii) To delegate powers jointly to the Head of City Development in consultation with the chair and vice-chair of NHAC to take such action as is required to permit future park and ride price variations to be actioned, in response to market conditions for the Airport site.

## 1. **Background**

- 1.1. Norfolk County Council secured £2.6M of Government funding through the Better Bus Area (BBA) Project for improvements to bus travel for passengers, visitors and commuters in Norwich.
- 1.2. There are 17 separate work packages to the BBA Project including the introduction of an electronic smart card ticketing system for all 6 Park and Ride sites.
- 1.3. In order to be able to introduce a SMART ticket it was necessary to review the existing tickets and fare structure of the Park and Ride service to determine the 'business rules' of the SMART products. This has resulted in proposing a new ticket and fare structure which will make it easier for customers to choose the best product for them and to promote the use of the SMART card option.
- 1.4. The Airport site needs to be considered by the Norwich Highway Agency Joint Committee due to the geographic location of the site i.e. it falls within the City Council boundary, although the other five sites are determined by the County Council. The five other sites fall under the County Council's TRO process.

## 2. **Proposals**

- 2.1. The principles that have guided the SMART ticketing pricing are consistent with commercial ticketing on public transport
  - Those to travel more often pay less
  - Those who travel at peak times pay more
  - There is a price differential to encourage smart card use
  - Fares are targeted to different users; business travellers, regular users and casual users
- 2.2. Currently a discount is offered to customers travelling after 12:30pm. We propose to implement a more formal peak/off peak travel system in line with other public transport operators.
  - Peak – 0700 – 0929, 1600-17:59 Mon – Friday
  - Off Peak 0930 – 1559, 1800 – close Mon – Friday and All Day on Saturday

To travel during peak periods customers will need to be in possession of any Anytime ticket.

- 2.3. We also proposed the following amendments
  - a) A fixed 25% price discount for 16-19year olds. This supports young people get to work and college. This discount is offered by other bus service providers in Norwich
  - b) The removal of the 'cycle and ride' ticket offering a 50% discount on the adult rate. There is a small but consistent abuse of this ticket which results in more people claiming the reduced fare than have cycled to the site.
  - c) A discount of 25% to holders of English National Concessionary Travel Cards (ENCTS). This is a discretionary discount as the ENCTS statutory requirement is applicable to Park and Ride services. The discount will only

be available in off peak periods.

- 2.4. A copy of the Traffic Regulation Order Notice is attached in Appendix A.

The consultation period ran from Friday 14<sup>th</sup> June until Tuesday 16<sup>th</sup> July 2013. Notices were advertised in the EDP, on site and on the Consultation Finder Website. In addition information and a link to the consultation finder website was posted on the Park and Ride webpages on the Norfolk County Council website and a link was posted via the @NParkRide twitter account.

### 3.0 **Objections**

- 3.1 As of Tuesday 16<sup>th</sup> July 134 letters of objection and 1 letter of support have been received. The consultation period will conclude on Tuesday 16 July 2013.

A summary of these objections together with officer responses follows.

The letter of support advised that in the writer's opinion the increases were not unreasonable.

- 3.2 Summary of objections

<b>Objection</b>	<b>Officer Comment</b>
How can a 23% increase be justified?	The price structure has been designed to offer a lower price to those who travel more regularly. Most passengers currently buy single day tickets at £2.40 or 10trip tickets at £2.20 (per journey). By moving to longer period tickets bought on SMART cards such as 3monthly or annual passes passengers can minimise the impact of the fare increases and reduce boarding times. The proposed price structure continues to offer good value for money in comparison with local bus services and does not represent a 23% price increase. The primary objective of the Norwich Area Transportation Strategy is to reduce single occupant journeys to the city centre and these proposed prices continue to support this objective.
Customer will change mode of travel if increases brought in either due to cheaper alternatives such as private parking or because new price structure is unaffordable	The proposed price structure continues to offer good value for money in comparison with local bus services together with increased flexibility as customers can drive direct to the site. Customers benefit from CCTV, Parkmark recognised parking facilities, and frequent fast bus services to the city centre. Through the delivery of the Norwich Area Transportation Strategy public service vehicles will enjoy easier access to the city centre through bus priority schemes. Norfolk County Council cannot control the prices that private organisations charge for parking, however, we would remind drivers that city centre driving, particularly in congested areas causes wear and tear on car engines and burns more fuel, which adds to the cost this travel choice. The average cost per mile is 50p (AA figures).

Request for more information about smart ticketing and concerns about viability of Smart ticketing	Information on the SMART ticket is available on the Norfolk County Council P&R website. Before the launch of the SMART ticket a communication and advertising campaign will provide full details to promote the changes and to give customers all the information that they need.
Why is sat before 930 peak?	Saturday is off peak all day. This will be clarified in the wording of the traffic order.
Why are there 7 day tickets?	Period passes need to have a defined start and finish date. For a weekly ticket, this is defined as 7 days to clarify when the ticket is valid for travel.
County Hall staff should not get free travel - is this benefit disclosed to tax office?	The Norwich Park and Ride service works with several employers to agree incentives for their staff to encourage sustainable modes of travel. Through the move to SMART ticketing, offering incentives and special offers to all customers will be easier to manage. HMRC advise that benefits such as work buses, and or subsidises for public transport to get employees to work are not regarded as taxable benefits and do not need to be declared.
"P&R should offer a realistic alternative to car users"	The proposed price structure continues to offer good value for money in comparison with local bus services together with increased flexibility as customers can drive direct to the site. Customers benefit from CCTV, Parkmark recognised parking facilities, and frequent fast bus services to the city centre. Through the delivery of the Norwich Area Transportation Strategy public service vehicles will enjoy easier access to the city centre through bus priority schemes. Norfolk County Council cannot control the prices that private organisations charge for parking, however, we would remind drivers that city centre driving, particularly in congested areas causes wear and tear on car engines and burns more fuel, which adds to the cost this travel choice. The average cost per mile is 50p (AA figures). We are satisfied that the P&R remains a viable alternative for travel to the city centre.
Peak tickets are not fair to workers. People who travel in peak periods are	The policy of paying more to travel during periods of high demand is consistent with other public transport modes. Offering discounted travel during quieter periods will encourage those customers who can, to travel at

subsidising other travellers.	these times, reducing the pressure on the service during the busy morning and evening period.
The removal of cycle and ride will result in more congestion, discount should be maintained or cyclists allowed to free travel, could cycle rate be the same as off peak concessions?	Sadly we've found a small but consistent abuse of this ticket with more people claiming the reduced fare than cycles left on the site. Whilst in the short-term this will have an impact on genuine cycle and ride customers we are very keen to find an alternate way to offer cyclists a discount for using a more sustainable mode of travel and are already looking into this. The number of users (around 47 per day across all sites) is not likely to lead to immediate increased congestion.
Park and ride is now too expensive for short trips to the city centre	Norfolk County Council cannot control the prices that private organisations charge for parking however, we would remind drivers that city centre driving, particularly in congested areas causes wear and tear on car engines and burns more fuel, which adds to the cost this travel choice. The costs of Park and Ride are still lower than local bus fares and driving and parking in the city in most instances.
Please confirm price discount for concessions 25% or 50%? Please confirm when concessionary card holders can use tickets.	Discount for ENCTS passengers is 25%. This is only available in the off peak travel periods
Will there be improvements to the service? Including reopening facilities, newer buses etc.	Toilet and waiting facilities are unlikely to open in the foreseeable future. The closure of site facilities was part of the cost cutting measures included in a consultation, the Big Conversation in 2010. The overwhelming response from the public was to "trim back" on facilities and keep all sites open.
Suggestion that off peak travel is also allowed before 7:30am	The introduction of anytime/off peak tickets is aimed at making P&R more commercial and bringing the service in line with other public transport modes. The principle is that periods of high demand are categorised as peak and others off peak. We have used existing passenger data to inform the proposed times, but will continue to monitor this data to ensure that the peak periods remain at the correct times.
Suggestion that off peak travel in the	The introduction of anytime/off peak tickets is aimed at making P&R more commercial and bringing the service

pm time starts at 4:30pm to assist part time workers	in line with other public transport services. The principle is that periods of high demand are categorised as peak and others off peak. We have used existing passenger data to inform the proposed times, but will continue to monitor this data to ensure that the peak periods remain at the correct times.
Charging for children makes family use unviable	The policy of paying for children over the age of 5 is consistent with other public transport modes. A substantial discount is being offered for children. We also propose to introduce a 25% discount for 15-19year olds to support young people in reaching education and employment. Group tickets are available in off peak periods (which includes Saturdays) to allow a family of 4 to travel for £1.25 each, which offers very good value for money at the time when they are most likely to want to use it.
Why can't off peak services be reduced or combined to save money instead	We have previously investigate the opportunities for saving money by reducing service frequency at off-peak, but this does not have any significant impact on cutting overheads. Customers also value the fast, direct services and any move to reduce this would impact on the attractiveness for users.
Removal of the group ticket during peak periods makes the service unviable for couples	The proposed price structure continues to offer good value for money in comparison with local bus services together with increased flexibility as customers can drive direct to the site. Customers benefit from CCTV, Parkmark recognised parking facilities, and frequent fast bus services to the city centre. Through the delivery of the Norwich Area Transportation Strategy public service vehicles will enjoy easier access to the city centre through bus priority schemes. The primary objective of the Norwich Area Transportation Strategy is to reduce single occupant journeys to the city centre and these proposed prices continue to support this objective.
Concern that price increases will isolate communities that are not well served by the local bus network	It is recognised that Park&Ride can provide access to public transport for nearby communities which do not have such regular or frequent local bus services. However, the proposed price structure continues to offer good value for money in comparison with local bus services
Concern about added work and trouble for drivers in administering the new ticket structure.	Drivers will receive full training in the issuing of the new tickets as part of the SMART ticket project. There will be a period of adjustment as we move to a new ticket structure, but this will be minimised through an effective marketing campaign. The ticket structure was informed

	by driver feedback of the previous ticketing regime
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- 3.3 In addition a separate consultation exercise was undertaken with cyclists currently using the cycle and ride ticket. Unfortunately there has been small but persistent abuse of this ticket, and so it is proposed to remove it until a technical solution can be found.

51 responses were received to this consultation. The majority of cyclists live close to the Park and Ride site that they use, and use the sites most days of the week. The majority of respondents indicated that they would be unlikely to use the service if the cycle and ride ticket is removed.

One customer responding to the main consultation indicated support for the proposal to remove the cycle and ride fare as he had witnessed attempted abuse of the discounted rate.

#### 4.0 **Operating in a commercial environment**

- 4.1 Business decisions for Norwich Park and Ride need to be made swiftly and effectively in order to respond to opportunities and risks in a commercial operating environment. The current governance arrangements require a Norfolk County Council Cabinet decision and a Norwich Highway joint Agency Committee to amend pricing structure due to the need to advertise Traffic Regulation Orders. This means changes can take up to three months to introduce, resulting in the service losing ground to competitors.
- 4.2 Members' approval is sought to delegate powers jointly to the Head of City Development in consultation with the chair and vice-chair of NHAC to allow officers to introduce price variations at the Airport site to support the County Council to manage the services more flexibly, in response to market conditions to react in a commercial manner to maintain position in the local bus market.

#### 5.0 **Recommendations**

- 5.1 From the objections received so far it is recommended that the order be amended on sealing to
- a) Clarify that the off peak period applies all day on Saturdays
- 5.2 The other objections relate to customers not wishing to pay more. Although understandable, is not justification to amend the proposals. We will be offering advice and support to customers to identify the most cost effective ticket options for individuals in the run-up to the ticket change and afterwards.
- 5.3 NHAC members agree delegated powers jointly to the Head of City Development in consultation with the chair and vice-chair of NHAC to allow officers to introduce price variations at the Airport site.

#### 6.0 **Reasons for making this decision**

To help the Park and Ride service make the transition to SMART ticketing and to

help address the revenue deficit to move towards a self-funded service.

## 7.0 **Resource Implications**

7.1 **Finance:** The costs of this project are financed from the Department for Transport's Better Bus Area fund, with a contribution from ETD's capital budget.

7.2 **Staff :** None

7.3 **Property :** None

7.4 **IT :** None

## 8.0 **Other Implications**

8.1 **Legal Implications:** The TRO was compliant with the required standards.

8.2 **Human Rights :** None

8.3 **Equality Impact Assessment (EqIA) :** A full EQIA has been completed for Park and Ride and there are no issues arising.

8.4 **Communications:** A detailed marketing campaign for users is being developed to help with the transition to SMART ticketing.

8.5 **Health and Safety Implications :** None

8.6 **Environmental Implications:** Park and ride makes a significant contribution to relieving congestion in the City and has a positive environmental impact.

8.7 **Any other implications:** Officers have considered all the implications which members should be aware of. Apart from those listed in the report (above), there are no other implications to take into account.

## 9.0 **Section 17 – Crime and Disorder Act**

9.1 The local bus network helps to tackle social inclusion. Access to service enhances opportunities for people in employment and education

## 10.0 **Risk Implications/Assessment**

10.1 When making representation through the TRO consultation process, some passengers have indicated that they would find alternative means of transport if the fare changes are implemented. A promotion and support package aimed at promoting the benefit of the SMART ticket is planned which will include easy to use information helping customers choose the best ticket for their needs. This is considered a low risk.

## 11.0 **Alternative Options**

11.1 Members could decide not to approve the recommendations. This would result in a delay in introducing the SMART ticket to the Airport Park and Ride service. (All other sites are being implemented in September 2013.) In addition this would affect the income brought in by the service and increase financial pressure on the ETD budget. Not introducing these changes will affect the aim of the County Council to

remove the subsidy to the P&R service by end 2014/15.

## 12.0 Reason for Decision

- 12.1 In determining the new fare/ticket structure for Norwich Park and Ride careful consideration has been made of the need to deliver the objectives of the NATS strategy, and to achieve our policy objective to remove all subsidies for Norwich Park and Ride by the end of 2014/15

## Recommendation / Action Required

That the Norwich Highway Agency Joint Committee agrees:

- (i) That the Traffic Regulation Order **The Norwich City Council (Airport Park and Ride Site)(Off-Street Parking Places) Order** is sealed with an amendment to clarify that the off peak charging period applies all day on Saturday
- (ii) To delegate powers jointly to the Head of City Development in consultation with the chair and vice-chair of NHAC to take such action as is required to permit future park and ride price variations to be actioned, in response to market conditions for the Airport site.

## Background Papers

NHAC Report 23<sup>rd</sup> May 2013

## Officer Contact

If you have any questions about matters contained in this paper please get in touch with:

Name	Telephone Number	Email address
Tracy Jessop	01603 223831	Tracy.Jessop@norfolk.gov.uk



If you need this report in large print, audio, Braille, alternative format or in a different language please contact 0344 800 8020 and ask for Helen Martin or text phone 0344 800 8011 and we will do our best to help.

**AMENDED NOTICE**  
**THE NORFOLK COUNTY COUNCIL (PARK AND RIDE SITES)**  
**(OFF-STREET PARKING PLACES) ORDER 2013**  
**THE NORWICH CITY COUNCIL (AIRPORT PARK AND RIDE SITE)**  
**(OFF-STREET PARKING PLACES) ORDER 2013**

The Norfolk County Council and Norwich City Council propose to make two Orders under the Road Traffic Regulation Act 1984, the effect of which will be to:-

- (i) introduce the use of Smart Ticketing at their Park and Ride Off-Street Parking Places;
- (ii) vary the charging periods as specified in Schedule 1 below;
- (iii) vary the charges as specified in Schedule 2 below;
- (iv) consolidate these proposals with the provision of the existing Park and Ride Orders.

The following Orders which will become revoked and consolidated with the new proposals on the date of commencement of the new Orders are as follows:-

“The Norfolk County Council (Park and Ride Sites)(Off-Street Parking Places) Order 2011” – in its entirety;

“The Norwich City Council (Norwich Airport Park and Ride)( Traffic Regulation Order 2003” – in its entirety;

“The Norwich City Council (Norwich Airport Park and Ride) Amendment Order 2009” – in its entirety;

“The Norwich City Council (Norwich Airport Park and Ride) Amendment Order 2011” – in its entirety.

A copy of the Orders and plans may be inspected at Norfolk County Council, County Hall, Norwich, and at the offices of Broadland District Council, Thorpe Lodge, Yarmouth Road, Norwich, South Norfolk District Council, South Norfolk House, Swan Lane, Long Stratton, and Norwich City Council, City Hall, Norwich, during normal office hours.

This Public Notice amends and supersedes the Public Notice of 14<sup>th</sup> June 2013.

Any objections and representations relating to these Orders must be made in writing and must specify the grounds on which they are made. All correspondence for these proposals must be received at the office of the Department of Legal Services, Norfolk County Council, County Hall, Martineau Lane, Norwich, NR1 2DH, marked for the attention of Mrs L Page, by 16<sup>th</sup> July 2013. They may also be emailed to [trafficorders@norfolk.gov.uk](mailto:trafficorders@norfolk.gov.uk). All formal written representation received since publication of the previous Public Notice on 14<sup>th</sup> June 2013 will be included in this public consultation period and need not be resubmitted.

The Officer dealing with the public enquiries concerning these proposals is Mr Bannon, telephone 01603 223845.

## SCHEDULE 1

Charging Periods applicable:-

- (i) Peak period - applies to use of the facility prior to 0929 hrs and from 1600 hrs to 1759 hrs;
- (ii) Off-peak period – applies to use of the facility from 0930 hrs to 1559 hrs and from 1800 hrs onwards

An Anytime ticket in Schedule 2 may be used to park and travel on the bus during peak and off-peak periods.

An Off-Peak ticket may be used to park and travel on the bus only during off-peak periods;

## SCHEDULE 2

### Proposed Scale of Charges and provisions:

#### (a) Smart Tickets

Charging Periods	Adult	Child 5-15 years of age	Young Person 16-19 years of age	Eligible Person/Entitled Person displaying valid National Pass
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day) – Day Ticket</b>				
Anytime				
Travel	£3.00	£1.00	£2.25	£3.00
Off Peak				
Travel only	£2.00	£0.70	£1.50	£1.50
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 10 days (ticket valid for a period of 365 days from first day of use)) – Multi-day Ticket</b>				
Anytime				
Travel	£27.00	£9.00	£20.30	£27.00
Off Peak				
Travel only	£18.00	£6.00	£13.50	£13.50
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period of 7 calendar days (ticket expires 7 calendar days from first day of use)) – Weekly Ticket</b>				
Anytime				
Travel	£15.30	£5.00	£11.50	£15.30
Off Peak				
Travel only	£10.20	£3.50	£7.70	£7.70
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period of 28 calendar days (ticket expires 28 calendar days from first day of use)) – Four Week Ticket</b>				
Anytime				
Travel	£57.50	£19.00	£43.00	£57.50
Off Peak				
Travel only	£38.50	£12.70	£30.00	£30.00

Charging Periods	Adult	Child 5-15 years of age	Young Person 16-19 years of age	Eligible Person/Entitled Person displaying valid National Pass
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 84 calendar days (ticket expires 84 calendar days from the first day of use)) – Twelve Week Ticket</b>				
Anytime				
Travel	£162.00	£53.50	£122.00	£162.00
Off Peak				
Travel only	£110.00	£36.00	£81.00	£81.00
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 365 calendar days (ticket expires 365 calendar days from first day of use)) – Annual Ticket</b>				
Anytime				
Travel	£500.00	£165.00	£375.00	£500.00
Off Peak				
Travel only	£336.00	£110.00	£252.00	£252.00
<b>Group Tickets – Available for Off-Peak Travel only</b>				
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day)</b>				
<b>Any combination of people – adult/child/young person</b>		<b>Group of 3 people</b>	<b>Group of 4 people</b>	<b>Group of 5 people</b>
Off Peak				
Travel only		£4.00	£5.00	£6.00

(ii) All Other Tickets

Charging Periods	Adult	Child 5-15 years of age	Young Person 16-19 years of age	Eligible Person/Entitled Person displaying valid National Pass
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day) – Day Ticket</b>				
Anytime				
Travel	£3.50	£1.20	£2.60	£3.50
Off Peak				
Travel only	£2.30	£0.80	£1.70	£1.70
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 10 days (ticket valid for a period of 365 days from first day of use)) – Multi-Day Ticket</b>				
Anytime				
Travel	£31.00	£10.20	£23.30	£31.00
Off Peak				
Travel only	£20.70	£6.80	£15.50	£15.50
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period of 7 calendar days (ticket expires 7 calendar days from first day of use)) – Weekly Ticket</b>				
Anytime				
Travel	£17.60	£5.80	£13.20	£17.60
Off Peak				
Travel only	£11.80	£3.90	£8.80	£8.80

Charging Periods	Adult	Child 5-15 years of age	Young Person 16-19 years of age	Eligible Person/Entitled Person displaying valid National Pass
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period of 28 calendar days (ticket expires 28 calendar days from first day of use)) – Four Week Ticket</b>				
Anytime				
Travel	£66.00	£22.00	£50.00	£66.00
Off Peak				
Travel only	£44.00	£14.50	£33.00	£33.00
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 84 calendar days (ticket expires 84 calendar days from the first day of use)) – Twelve Week Ticket</b>				
Anytime				
Travel	£186.30	£61.50	£140.00	£186.30
Off Peak				
Travel only	£124.00	£41.00	£93.00	£93.00
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 365 calendar days (ticket expires 365 calendar days from first day of use)) – Annual Ticket</b>				
Anytime				
Travel	£580.00	£190.00	£435.00	£580.00
Off Peak				
Travel only	£387.00	£127.50	£290.00	£290.00
<b>Group Tickets – Available for Off-Peak Travel only</b>				
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day)</b>				
<b>Any combination of people – adult/child/young person</b>	<b>Group of 3 people</b>		<b>Group of 4 people</b>	<b>Group of 5 people</b>
Off Peak				
Travel only		£4.50	£5.75	£7.00

*Victoria McNeill*

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Head of Law

County Hall  
Martineau Lane  
NORWICH  
NR1 2DH

LP/SMC/ParkandRideconsolnotice2013

**THE NORFOLK COUNTY COUNCIL (PARK AND RIDE SITES)**  
**(OFF-STREET PARKING PLACES) ORDER 2013**

The Norfolk County Council, in exercise of their powers under Section 32, 35 and 38 of the Road Traffic Regulation Act, 1984 (hereinafter referred to as "the 1984 Act"), and the Traffic Management Act 2004 (hereinafter referred to as "the 2004 Act") and of all other enabling powers, and after consultation with the Chief Officer of Police in accordance with Parts I to III of Schedule 9 to the Act, hereby make the following Order.

1. This Order shall come into operation on the       day of                  2013 and may be cited as The Norfolk County Council (Park and Ride Sites)(Off-Street Parking Places) Order 2013.

2. In this Order –

Any reference to any enactment shall be construed as a reference to that enactment as amended, applied, consolidated, re-enacted by or as having effect by virtue of any subsequent enactment. Where the context otherwise requires the following expressions have the meaning hereby respectively assigned to them.

“Agent” means an organisation appointed by the Enforcement Authority to enforce the Parking Place;

"authorised taxi rank" means any area of carriageway which is comprised within and indicated by a road marking complying with diagram 1028.2 in Schedule 6 to the Traffic Signs Regulations and General Directions 2002;

“bus” means a public service vehicle provided and used for the park and ride facility;

“Charging Hours” means the periods specified in Column 5 of Schedule 2 to this Order in respect of which a charge is made as specified in Article 3;

“Charging Periods” in Schedule 1 of this Order are as follows:-

- (i) Peak period - applies to use of the facility prior to 0929 hrs and from 1600 hrs to 1759 hrs
- (ii) Off-peak period – applies to use of the facility from 0930 hrs to 1559 hrs and from 1800 hrs onwards

An Anytime ticket may be used to park and travel on the bus during peak and off-peak periods.

An Off-Peak ticket may be used to park and travel on the bus only during off-peak periods;

“Child” means a young person aged from 5 years to 15 years at the date of ticket purchase;

“Young Person” means a person aged from 16 years to 19 years at the date of ticket purchase;

“Civil Enforcement Officer” has the same meaning as in section 76 of the 2004 Act;

"Council" means Norfolk County Council;

"Disabled Parking Bay" means an area of the parking place indicated as such by markings on the surface of the parking place as an area where a vehicle, in accordance with the provisions of this Order, may be stationed;

"Disabled Person's Badge" has the same meaning as in the Disabled Persons (Badges for Motor Vehicles)(England) Regulations 2000; and

"Parking Disc" means a disc, issued by a local authority, complying with the requirements of the British Standard Specification for Parking Discs (BS No. 4631: 1970), but coloured blue and capable of showing the quarter hours period during which a period of waiting begins; and

for the purpose of this Order a vehicle shall be regarded as displaying

- (a) a disabled person's badge in the relevant position, when
  - (i) in the case of a vehicle fitted with a front windscreen, the badge is exhibited thereon with the obverse side facing forwards on the near side of and immediately behind the windscreen, and
  - (ii) in the case of a vehicle not fitted with a front windscreen the badge is exhibited in a conspicuous position on the front or near side of the vehicle, and
- (b) a parking disc in the relevant position, when the disc is exhibited thereon with the side which shows the time facing forwards or outwards and immediately behind the windscreen or side window nearest to the kerb;

"Disabled Person's Vehicle" has the same meaning as in the Local Authorities' Traffic Orders (Exemptions for Disabled Persons) (England) Regulations 2000;

"Driver" in relation to a vehicle waiting in contravention of an Order, means the person driving the vehicle at the time it was left at that contravention;

"Eligible Person", "Entitled Person" and "National Pass" has the same meaning as in The Norfolk County Concessionary Travel Scheme (ENCTS);

"Enforcement Authority" means the Council or its appointed agent;

"Excursion or Tour" has the same meaning as in section 137(1) of the Transport Act 1985(a);

"General Directions" shall mean The Traffic Signs Regulations and General Directions 2002"

"General Regulations 2007" shall mean The Civil Enforcement of Parking Contraventions (England) General Regulations 2007";

"Hackney Carriage" has the meaning as in Section 38 of the Town Police Clauses Act 1847;

"Heavy Commercial Vehicle" has the same meaning as in section 138 of the 1984 Act;

"Infant" means a young child aged up to 5 years;

"Motor Car", Motor Cycle" and Invalid Carriage" have the same meaning as in section 136 of the 1984 Act;

"Motor Cycle Parking Area" means an area of the parking place indicating as such by markings on the surface of the parking place as an area where a motor cycle, in accordance with the provisions of this Order, may be stationed;

"Norwich Area Park and Ride Services" in Schedule 1 of this Order includes all Park and Ride Parking Places specified in Schedule 2 to this Order and also The Norwich City Airport Park and Ride Parking Place;

"Park and Ride Facility" means the provision of an off-street parking place and bus use as specified in Article 3(1) of this Order;

"Parking Charge" has the meaning specified in Article 29 of this Order;

"Parking Place" means the area of land specified by name in Column 1 of the Schedule to this Order provided by the Council for use as a parking place;

"Penalty Charge" has the same meaning as in Regulation 2 of the General Regulations 2007;

"Penalty Charge Notice" has the same meaning as in Regulation 8 of the General Regulations 2007;

"Permit" and "Pass" means a visual authorisation for use of the park and ride facility by the Council or its ticketing agent and includes a smart-ticket, authorised tweet picture and authorised letter;

"Public Service Vehicle" has the same meaning as in Section 1 of the Public Passenger Vehicles Act 1981;

"Parking Bay" means an area of the parking place indicated by markings on the surface of the parking place as an area where a vehicle, in accordance with the provisions of this Order, may be stationed;

"Ticketing Agent" means Norfolk County Council or it's approved ticket provider;

"Ticket Machine" means an apparatus of a type and design approved by the Secretary of State, being an apparatus designed to issue tickets indicating the payment of a charge and the date and time at which the charge was paid;

## **PART 1 PARKING PROVISIONS**

- 3(1) Except with the authority of the Council or person authorised on behalf of the Council or Civil Enforcement Officer, each parking place may be used subject to provisions of this Order and only for the purposes of using the park and ride facility as a parking place for the classes of vehicles to be stationed wholly within the appropriate parking bays:
- (i) on the days, and
  - (ii) during the hours of operation, and
  - (iii) on payment of the correct parking charge prior to or on boarding the bus
- as specified in the Schedules to this Order.
- 3(2) No vehicle may be stationed overnight, except upon the direction or with the permission of the Council or a Civil Enforcement Officer or a Police Constable in uniform.
4. Where in the Schedules the parking place is described, or where a parking bay is designated by surface or other markings, as available for vehicles of a specified class, the driver of a vehicle shall not permit it to wait in the parking place, or parking bay, unless it is of that specified class.
5. Subject to the parking place having parking bays, no vehicles shall be left in the parking place other than wholly within a parking bay and in particular no vehicle shall be left or allowed to stand in the parking place in such a position as to obstruct the entrance thereto or the exit therefrom nor in such a position as to prevent the driving away of any vehicle already standing in the parking place or in such a position as to cause an obstruction to other vehicles.
6. The driver of a vehicle displaying a disabled person's badge and parking disc may (subject to compliance with all other provisions of this Order) park that vehicle in a designated disabled parking bay provided that:
- (a) the driver of the vehicle is a disabled person to whom the badge was issued in respect of that vehicle,
  - (b) the vehicle is being used for the carriage of a disabled person to whom the badge was issued,
  - (c) the vehicle is one being used for the carriage of disabled persons by an institution to whom the badge was issued in respect of that vehicle; or
  - (d) the time during which the vehicle will be parked in the said parking bay is indicated on the parking disc provided by local authority for that purpose.
7. The driver of a vehicle using the parking place shall stop the engine as soon as the vehicle is in position in a designated parking bay and shall not start the engine except when about to change the position of the vehicle in the parking bay, or to depart from the parking place.

8. Except with the authority of the Council or person authorised on behalf of the Council or Civil Enforcement Officer, no person shall use a vehicle, whilst it is in the parking place, in connection with the sale of any article to persons in or near the parking place or in connection with the selling or offering for hire of his skill or services.
9. Except with the authority of the Council or person authorised on behalf of the Council or Civil Enforcement Officer, no person shall affix or cause to be affixed any advertising material to any vehicle left in the parking place.
10. Subject to the proviso hereto, when a vehicle is left in the parking place in contravention of any of the provisions of Articles 3, 4 or 5 of this Order or it is necessary for the requirements of an emergency, a person authorised on behalf of the Council, a Civil Enforcement Officer or a Police Constable may remove the vehicle or arrange for it to be removed from the parking place, or may alter or cause to be altered the position of the vehicle in order that its position shall comply with those provisions or meet the requirements of the emergency.
11. Any person removing or altering the position of a vehicle by virtue of Article 10 of this Order may do so by towing or driving the vehicle or in such other manner as that person may think necessary and may take such measures in relation to the vehicle as that person may think necessary to enable that person to remove or alter its position.
12. When a person authorised by the Council removes or makes arrangements for the removal of a vehicle from the parking place by virtue of Articles 10 and 11 of this Order, that person shall make such arrangements as may be reasonably necessary for the safe custody of the vehicle.
13. Where a vehicle has been removed in accordance with Articles 10, 11 and 12 of this Order the charges as specified in paragraph 3 to the Schedule of the Civil Enforcement of Parking Contraventions (guidelines on levels of charges)(England) Order 2007 shall become payable.
14. Neither such person nor the Council shall be responsible for any loss or damage to the vehicle or to anything contained therein or attached thereto arising from or in consequence of the exercise of the powers in Articles 10, 11, 12 and 13.
15. The driver of a motor vehicle using the parking place shall not sound any horn or other similar instrument except when about to change the position of the vehicle in or to depart from the parking place.
16. No person shall, except with the permission of any person duly authorised by the Council or a Police Constable in Uniform or a Civil Enforcement Officer, drive any vehicle in the parking place other than for the purpose of leaving that vehicle in the parking place in accordance with the provisions of this Order or for the purpose of departing from the parking place.
17. No person shall, in the parking place, wantonly shout or otherwise make a loud noise to the disturbance or annoyance of users of the parking place or residents of premises in the neighbourhood.

18. No person shall in the parking place use any threatening, abusive or insulting language, gesture or conduct with intent to put any person in fear or so occasion a breach of the peace or whereby a breach of the peace is likely to be occasioned.
19. No person shall use any part of the parking place or any vehicle left in the parking place:
  - (a) for sleeping or eating purposes;
  - (b) for camping purposes;
  - (c) for cooking purposes;
  - (d) for the purpose of servicing or washing any vehicle or part thereof other than is reasonably necessary to enable that vehicle to depart from the parking place;
  - (e) for skateboarding, roller skating or wheeled activities which may be hazardous to pedestrians;
  - (f) for the instruction of pupils whilst undertaking driving lessons;
  - (g) to play or take part in any game.
20. No person shall use the parking place as a means of passing or proceeding from one road to another road.
21. Where in the parking place signs are erected or surface markings are laid for the purpose of:
  - (a) indicating the entrance to or exit from the parking place; or
  - (b) indicating that a vehicle using the parking place shall proceed in a specified direction within the parking place;no person shall drive or cause or permit to be driven any vehicle so that it
  - (i) enters the parking place otherwise than by an entrance or leave the parking place otherwise than by an exit so indicated or
  - (ii) is in a direction other than that specifiedas the case may be.
22. In the parking place no person shall:
  - (a) erect or cause or permit to be erected any tent, booth, stand, building or other structure except with the authority of Norfolk County Council or person authorised on behalf of the Council;
  - (b) light or cause or permit to be lit any fire.

23. No person shall proceed to enter the parking place whilst towing any vehicle except:
- (i) where the towed vehicle is required in order that a vehicle may be removed in accordance with Articles 10 and 11 of this Order,
  - (ii) where the towed vehicle is carrying equipment required by the driver for ground maintenance at the parking place,
  - (iii) where the towed vehicle is required for remedial works at or to the parking place by Statutory Utilities Staff,
  - (iv) where permission has been granted by the Council or an agent acting on behalf of the Council or a Police Constable in uniform or a Civil Enforcement Officer;
24. In accordance with the Schedules to this Order, no person shall leave stationed a vehicle, with a maximum gross vehicle weight greater than 7.5 tonnes, except upon the direction or with the permission of the Council or a Civil Enforcement Officer or a Police Constable in uniform.
25. When a Penalty Charge Notice has been attached to a vehicle in accordance with the provisions of Article 33 no person, not being the driver of the vehicle or a person duly authorised by the Council or a Civil Enforcement Officer shall remove the notice from the vehicle unless authorised to do so by the driver.
26. By conspicuous notices to the effect the Council may suspend parking on the parking place or part thereof and failure to observe such notices shall be a contravention of this Order.
27. The following Order and Notice will become revoked on the date of commencement of this Order as follows:-
- “The Norfolk County Council (Park and Ride Sites)(Off-Street Parking Places) Order 2011” – in its entirety.
- “The Norfolk County Council (Park and Ride Sites)(Off-Street Parking Places) Variation Notice 2012.

**PART II**  
**CHARGES FOR THE USE OF PARK AND RIDE FACILITY**

28. The User of the park and ride off-street parking facility shall, before boarding or on boarding the bus, and subject to the exceptions set out in this Part pay the parking charge as specified in the Schedules to this Order.
29. The parking charge referred to in Article 28 and specified in Schedule 1 to this Order and displayed on a Notice posted at the off-street parking place will be payable by either:-
  - (i) the insertion of an appropriate coin or coins into an apparatus or device provided being an apparatus or device known as a ticket machine to obtain a ticket; or
  - (ii) the payment of a fee to the driver of the bus to obtain a ticket; or
  - (iii) the purchase of a valid season ticket, permit or pass as authorised by the Council, subject to the Council's discretion and on application to the Council or their ticketing agent.
30. Any ticket issued on payment of the parking charge referred to in Article 29 is not transferable.
31.
  - (i) A user of the park and ride off-street parking facility who displays, to the driver of the bus, use of a valid season ticket, permit or pass authorised by the Council or its Ticketing Agent is not required to make further payment to the driver of the bus on boarding the vehicle as specified in Article 29(i) and (ii) of this Order;
  - (ii) A user of the park and ride off-street parking facility who displays use to the driver of the bus, a national pass in accordance with the Norfolk County Council Concessionary Travel Scheme (ENTS) demonstrating they are an eligible person or entitled person must pay their designated charges in accordance with Schedule 1 of this Order.
32. The driver of a vehicle may wait in the parking place without payment of a parking charge in accordance with Article 3 of this Order for a period of time not exceeding 20 minutes whilst waiting for a child to board or alight a bus.
33. Where a driver has left a vehicle in a Parking Place in contravention of this Order a Penalty Charge shall become payable. A Penalty Charge Notice to that effect will be attached to the vehicle or handed to the driver by a Civil Enforcement Officer, in accordance with Article 36 of this Order.
34. A Penalty Charge shall be payable to the Enforcement Authority.
35. In the event of payment of the Penalty Charge being received by the Enforcement Authority within fourteen days of the day in which it was incurred the amount of penalty charge will be discounted in accordance with Regulation 5 of the General Regulations 2007.
36. A Penalty Charge Notice referred to in Article 33 and issued by a Civil Enforcement Officer shall include the following particulars:
  - (a) the enforcement authority,

- (b) the parking place at which the contravention occurred (which may be identified on the Penalty Charge Notice by an abbreviation or code),
- (c) the registration mark of the vehicle or when the vehicle is being used under a trade licence, the registration mark of that trade licence,
- (d) the date, time at which the Penalty Charge was seen to be payable,
- (e) the grounds on which the Civil Enforcement Officer serving the Penalty Charge Notice believes that a Penalty Charge is payable,
- (f) the amount of the Penalty Charge,
- (g) the manner in which and time within which the Penalty Charge shall be payable,
- (h) a statement that a reduced charge may be payable if payment is made within fourteen days of the Penalty Charge Notice being incurred,
- (i) a statement to the effect that if the Penalty Charge is not paid before the end of the period of twenty eight days a notice to owner may be served by the Enforcement Authority on the owner of the vehicle.

37. Where a driver has left a vehicle in a Parking Place in contravention of this Order and a Penalty Charge Notice could not be issued as specified in Article 33 of this Order a Penalty Charge Notice may be issued by post by the enforcement authority in accordance with section 10 of the General Regulations 2007.
38. Any Penalty Charge Notice issued in accordance with Article 37 of this Order shall, in addition to the particulars specified in 36(a), (b), (c), (e) and (f) of this Order, include the particulars specified in paragraph 2 of the Schedule to the General Regulations 2007.
39. The Penalty Charge referred to in Article 33 shall be paid to the Enforcement Authority or an agent acting on behalf of the Enforcement Authority in accordance with the instructions on the reverse of the Penalty Charge Notice.
40. The driver of a vehicle in respect of which a Penalty Charge has been incurred shall pay the Penalty Charge or provide proof of payment of the Penalty Charge to the Enforcement Authority as detailed on the reverse of the Notice within twenty eight days of the date on which the notice is served. If payment is received within a period of fourteen days beginning with the date on which the notice is served the amount of the said charge shall be reduced by 50% (provided that if the fourteenth day falls upon a day on which the Enforcement Authority's offices are closed the period within which payment of the said charge is due shall be extended to 1.00 p.m. on the next full day on which the office is open).
41. Where a driver of a vehicle fails to pay the Penalty Charge as specified in Articles 39 and 40 of this Order the Enforcement Authority may follow the procedures set out in the General Regulations 2007 to recover the Penalty Charge.

42. A driver of a vehicle who desires to make representation to or appeal against a Penalty Charge Notice issued to him may make representation or appeal to the Enforcement Authority pursuant to the procedures set out in the Civil Enforcement of Parking Contraventions (England) Representations and Appeals Regulations 2007.
43. Insofar as any provision of this Order conflicts with any provision of any previous Orders or Notice of Variation of Charges in connection with the Orders for Off-Street Parking Places, that provision of this Order shall prevail.

**SCHEDULE 1 - SCALE OF PARKING CHARGES – SMART TICKETS,**  
**APPLICABLE TO SCHEDULE 2**

	Charging Periods	
	Anytime Travel (Peak and combined Peak and Off-Peak travel)	Off-Peak Travel only 0930hrs- 1559hrs and 1800hrs onwards
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day) – Day Ticket</b>		
Adult	£3.00	£2.00
Child 5-15 years of age	£1.00	£0.70
Young Person – 16-19 years of age	£2.25	£1.50
Eligible Person/Entitled Person displaying valid National Pass	£3.00	£1.50
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 10 days (ticket valid for a period of 365 days from the first day of use)) – Multi-Day Ticket</b>		
Adult	£27.00	£18.00
Child 5-15 years of age	£9.00	£6.00
Young Person – 16-19 years of age	£20.30	£13.50
Eligible Person/Entitled Person displaying valid National Pass	£27.00	£13.50
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 7 calendar days (ticket expires 7 calendar days from the first day of use)) – Week Ticket</b>		
Adult	£15.30	£10.20
Child 5-15 years of age	£5.00	£3.50
Young Person – 16-19 years of age	£11.50	£7.70
Eligible Person/Entitled Person displaying valid National Pass	£15.30	£7.70
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 28 calendar days (ticket expires 28 calendar days from the first day of use)) – Four Week Ticket</b>		
Adult	£57.50	£38.50
Child 5-15 years of age	£19.00	£12.70
Young Person – 16-19 years of age	£43.00	£30.00
Eligible Person/Entitled Person displaying valid National Pass	£57.50	£30.00

**SCHEDULE 1 - SCALE OF PARKING CHARGES – SMART TICKETS,**  
**APPLICABLE TO SCHEDULE 2**

	Charging Periods	
	Anytime Travel (Peak and combined Peak and Off-Peak travel)	Off-Peak Travel only 0930hrs- 1559hrs and 1800hrs onwards
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 84 calendar days (ticket expires 84 calendar days from the first day of use)) – Twelve Week Ticket</b>		
Adult	£162.00	£110.00
Child 5-15 years of age	£53.50	£36.00
Young Person – 16-19 years of age	£122.00	£81.00
Eligible Person/Entitled Person displaying valid National Pass	£162.00	£81.00
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 365 days (ticket expires 365 calendar days from the first day of use)) – Annual Ticket</b>		
Adult	£500.00	£336.00
Child 5-15 years of age	£165.00	£110.00
Young Person – 16-19 years of age	£375.00	£252.00
Eligible Person/Entitled Person displaying valid National Pass	£500.00	£252.00
<b>Group Tickets – Available for Off-Peak Travel only (Any combination of people – adult/child/young person) (Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day)</b>		
Group of 3 people		£4.00
Group of 4 people		£5.00
Group of 5 people		£6.00

**SCHEDULE 1 - SCALE OF PARKING CHARGES – ALL OTHER TICKETS (NON SMART TICKETS)**  
**APPLICABLE TO SCHEDULE 2**

	Charging Periods	
	Anytime Travel (Peak and combined Peak and Off-Peak travel)	Off-Peak Travel only 0930hrs- 1559hrs and 1800hrs onwards
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day) – Day Ticket</b>		
Adult	£3.50	£2.30
Child 5-15 years of age	£1.20	£0.80
Young Person – 16-19 years of age	£2.60	£1.70
Eligible Person/Entitled Person displaying valid National Pass	£3.50	£1.70
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 10 days (ticket valid for a period of 365 days from the first day of use)) – Multi-Day Ticket</b>		
Adult	£31.00	£20.70
Child 5-15 years of age	£10.20	£6.80
Young Person – 16-19 years of age	£23.30	£15.50
Eligible Person/Entitled Person displaying valid National Pass	£31.00	£15.50
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 7 calendar days (ticket expires 7 calendar days from the first day of use)) – Week Ticket</b>		
Adult	£17.60	£11.80
Child 5-15 years of age	£5.80	£3.90
Young Person – 16-19 years of age	£13.20	£8.80
Eligible Person/Entitled Person displaying valid National Pass	£17.60	£8.80
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 28 calendar days (ticket expires 28 calendar days from the first day of use)) – Four Week Ticket</b>		
Adult	£66.00	£44.00
Child 5-15 years of age	£22.00	£14.50
Young Person – 16-19 years of age	£50.00	£33.00
Eligible Person/Entitled Person displaying valid National Pass	£66.00	£33.00

**SCHEDULE 1 - SCALE OF PARKING CHARGES – ALL OTHER TICKETS (NON SMART TICKETS)**  
**APPLICABLE TO SCHEDULE 2**

	Charging Periods	
	Anytime Travel (Peak and combined Peak and Off-Peak travel)	Off-Peak Travel only 0930hrs- 1559hrs and 1800hrs onwards
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 84 calendar days (ticket expires 84 calendar days from the first day of use)) – Twelve Week Ticket</b>		
Adult	£186.30	£124.00
Child 5-15 years of age	£61.50	£41.00
Young Person – 16-19 years of age	£140.00	£93.00
Eligible Person/Entitled Person displaying valid National Pass	£186.30	£93.00
<b>(Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 365 days (ticket expires 365 calendar days from the first day of use)) – Annual Ticket</b>		
Adult	£580.00	£387.00
Child 5-15 years of age	£190.00	£127.50
Young Person – 16-19 years of age	£435.00	£290.00
Eligible Person/Entitled Person displaying valid National Pass	£580.00	£290.00
<b>Group Tickets – Available for Off-Peak Travel only (Any combination of people – adult/child/young person) (Unlimited parking and bus travel at any Norwich Area Park and Ride service during its operational period for 1 day)</b>		
Group of 3 people		£4.50
Group of 4 people		£5.75
Group of 5 people		£7.00

**SCHEDULE 2**

1	2	3	4
Name of Parking Place	Classes of Vehicles	Days of Operation of Parking Place	Hours of Operation of Parking Place
In the Parishes of Cringleford and Hethersett (Thickthorn Park and Ride)	All vehicles with a gross maximum vehicle weight of up to 7.5 tonnes	Monday, Tuesday, Wednesday, and Friday  Thursday  Saturday	0630 hrs to 2000 hrs  0630 hrs to 2100 hrs  0650 hrs to 1900 hrs  (Unless indicated by notices that the site is closed)
In the Parish of Postwick (Postwick Park and Ride)  In the Parish of Sprowston (Sprowston Park and Ride)  In the Parishes of Keswick and Caister St Edmund (Harford Park and Ride)	All vehicles with a gross maximum vehicle weight of up to 7.5 tonnes	Monday to Saturday	0650 hrs to 1900 hrs  (Unless indicated by notices that the site is closed)
In the Parishes of Bawburgh and Costessey (Costessey Park and Ride)	All vehicles with a gross maximum vehicle weight of up to 7.5 tonnes	Monday to Friday	0650 hrs to 1900 hrs  (Unless indicated by notices that the site is closed)
The above operating times may be suspended or amended under the direction of an authorised officer of Norfolk County Council or an agent acting on behalf of the Council provided that public notice is prominently displayed in the parking place of an intended closure or partial closure. A public notice prominently displayed may also advise an additional ad-hoc operational day of the parking place e.g. a Sunday or Bank Holiday.			

Dated this                    day of                    2013

THE COMMON SEAL of        )  
THE NORFOLK COUNTY        )  
COUNCIL was hereunto        )  
affixed in the presence of    )

Head of Law

## **Norwich Park and Ride: Smart ticketing and fares**

Report by the Director of Environment, Transport and Development

### **Summary:**

As part of a bid to the Department for Transport for a Better Bus Area for Norwich, we committed to introduce smart ticketing on Park and Ride services as one of a number of measures to enhance public transport in the city. We were successful and awarded funding in 2012 to deliver the Better Bus Area scheme and are now in a position to introduce smart ticketing on Norwich Park and Ride services this summer.

In making the shift to a smart product, it has been necessary to thoroughly review the Park and Ride fare offer to determine “business rules” for the smart products we sell. As a result, a revised price structure is being put in place to simplify the offer, making it easier for customers to choose the right product, simpler to market and promote and therefore more attractive to existing users and potential customers.

This report asks Members to approve the advertisement for the introduction of smart ticketing on Park and Ride services for which we need to advertise the necessary Traffic Regulation Orders. In addition, approval is sought for delegated powers jointly to the Head of City Development in consultation with the Cabinet Member for environment and development to sanction any future revisions to the pricing structure to enable a flexible and swift response for the service to react in a commercial manner to maintain position in the local bus market.

### **Recommendation**

That NHAC agrees:

- i) to instruct officers to advertise the variation of the Traffic Order to include the ability for smart tickets to be used on park and ride buses and update the scale of charges for the Airport site;
- ii) to delegate powers jointly to the Head of City Development in consultation with the chair and vice-chair of NHAC to take such action as is required to permit future park and ride price variations to be actioned, in response to market conditions for the Airport site.

## **1. Background**

- 1.1. In March 2012, Norfolk County Council secured £2.6m of Government funding for a series of major public transport improvements that will improve bus travel for passengers, visitors and commuters in Norwich, as well as delivering a boost to the city's economy. This is known as the Better Bus Area (BBA) project.

- 1.2. The County Council's bid, worth £2.9m in total, was described as 'impressive' by the Department for Transport (DfT) and effectively allows the authority to fast track a range of transport improvements previously agreed in the Norwich Area Transportation Strategy (NATS).
- 1.3. The money could only be spent in areas of population greater than 100,000 so the bid was limited to the Norwich Policy Area and monies are to be spent during the period 2012/13 to 2013/14.
- 1.4. The BBA project has 17 separate work packages, including introducing an electronic smart card ticketing system for all six Park and Ride services.
- 1.5. Separate to the BBA funding, the County Council has also secured up to £2.52m to deliver a demonstration pilot that will see all other bus based public transport in Norfolk "go smart". This enables us to link two significant projects and maximise the return for Norfolk using the inward investment from national funding streams.

### 2. **Smart ticketing: preparation**

- 2.1. In making the shift to a smart product, it has been necessary to thoroughly review the Park and Ride fare offer to determine "business rules" for the smart products we sell. As a result, we recommend a revised price structure to simplify the offer, making it easier for customers to choose the right product, simpler to market and promote and therefore more attractive to existing users and potential customers.
- 2.2. In determining the products for Norwich Park and Ride, careful consideration has also been made for the need to deliver the objectives of the NATS strategy. This is primarily to reduce single car occupancy journeys into the city centre and to cut congestion and emissions. We are also on track to achieve the policy objective to remove all subsidies for Norwich Park and Ride by the end of 2014/15.
- 2.3. In practical terms, Park and Ride vehicles are now equipped with new electronic ticket machines so smart cards can be used on board. Access to the back office technology that manages all data processes and ticket transactions has been procured through a framework agreement with South Gloucester Council. Systems are being robustly tested to ensure compliance and that our customers' experience will be positive. We are planning to introduce smart cards in the summer of 2013.

### 3. **Smart ticketing: price principles**

- 3.1 The Park and Ride pricing structure was revised in 2009/10 and moved from "pay for parking a car" to "pay per person". Since then, the number of cars parked by single car occupants has risen by 8% resulting in a higher average revenue return per passenger.
- 3.2 The principles that have guided smart ticket pricing are consistent with commercial ticketing on public transport :
  - Those who travel more often pay less
  - Those who travel at peak pay more
  - There is price deferential to encourage smart card use
  - Fares are targeted to business users, regular users and casual users.

3.3 We propose to introduce peak and off-peak travel bands as follows:

- Peak: 0700–0930, 1600-1800 Mon-Fri
- Off-peak: 0930-1600, 1800-close Mon-Fri, Sat

3.4 The fares chart is attached at Appendix 1.

## 4.0 Operating in a commercial environment

4.1 Business decisions for Norwich Park and Ride need to be made swiftly and effectively in order to respond to opportunities and risks in a commercial operating environment. The current governance arrangements require a Norfolk County Council Cabinet decision and a Norwich Highway joint Agency Committee to amend pricing structure due to the need to advertise Traffic Regulation Orders. This means changes can take up to three months to introduce, resulting in the service losing ground to competitors.

4.2 Members' approval is sought to delegate powers jointly to the Head of City Development in consultation with the chair and vice-chair of NHAC to instruct officers to advertise changes to Traffic Regulation Orders at the Airport site to support the County Council to manage the services more flexibly, in response to market conditions to react in a commercial manner to maintain position in the local bus market.

## 5.0 Resource Implications

5.1 **Finance:** The costs of this project are financed from the Department for Transport Better Bus Area fund, with a contribution from ETD's existing budgets.

Capital Funding 12/13			Revenue Funding 12/13		
DFT	NCC	Total	DFT	NCC	Total
£55,000	£7,500	£62,500	£0	£15,000	£15,000

Capital Funding 13/14			Revenue Funding 13/14		
DFT	NCC	Total	DFT	NCC	Total
£0	£0	£0	£0	£15,000	£15,000

5.2 **Staff:** There are no implications.

5.3 **Property:** There are no implications.

5.4 **IT:** There are no implications.

## Other Implications

6.1 **Legal Implications:** The appropriate legal notices would be required to formally notify the public of our intention to change prices at the Park and Ride sites.

- 6.2 **Human Rights:** There are no implications.
- 6.3 **Equality Impact Assessment (EqIA):** Norwich Park and Ride has undergone a full Equality Impact Assessment and there are no issues arising.
- 6.4 **Communications:** Norwich Park and Ride has a communications plan and any changes to fares will be advertised in a timely manner.
- 6.5 **Health and Safety Implications :** None
- 6.6 **Environmental Implications:** Park and Ride makes a valuable contribution to a greener city, helping to cut carbon through emissions reduction and de-congestion. Introduction of smart cards is considered to be a very positive in attracting new customers to encourage people to use bus transport more regularly.
- 6.7 **Any other implications:** Officers have considered all the implications which Members should be aware of. Apart from those listed in the report (above), there are no other implications to take into account.

## 7.0 **Section 17 – Crime and Disorder Act**

The local bus network helps to tackle social exclusion, and access to services enhances opportunities for people in employment and education.

## 8.0 **Risk Implications/Assessment**

- 8.1 There is a risk that some passengers may choose to not to use the Park and Ride service as a result of smart cards being introduced. A promotions and support package aimed at easing the transition for a customer to smart use is planned and therefore this is considered a low risk.

## 9.0 **Overview and Scrutiny Panel Comments**

- 9.1 This report has not been considered by the Overview and Scrutiny Panel for Environment Transport and Development as the fares review is not a change to policy.

## 10.0 **Alternative Options**

- 10.1 Members could decide not to approve the smart pricing revisions. This would result in less fare revenue per year and increased operating costs for Park and Ride, creating a financial pressure in the ETD budget.

## 11.0 **Reason for Decision**

- 11.1 Members need to approve the recommendations to allow officers to advertise the necessary legal notices to amend the pricing structure.

## 12.0 **Recommendation**

That Cabinet agrees

- (i) to instruct officers to advertise the variation of the Traffic Order to include the ability for smart tickets to be used on park and ride buses and update the scale of charges for the Airport site;

(ii) to delegate powers jointly to the Head of City Development in consultation with the chair and vice-chair of NHAC to take such action as is required to permit future park and ride price variations to be actioned, in response to market conditions for the Airport site.

## **Background Papers**

## **Officer Contact**

If you have any questions about matters contained in this paper please get in touch with:

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If you need this report in large print, audio, Braille, alternative format or in a different language please contact 0344 800 8020 and ask for Carolyn Ikins or text phone 0344 800 8011 and we will do our best to help.